

**Abstract**

The invention relates to a product based on a sugar beet extract, which is useful as a flavor improver in ingestible products, particularly in foodstuffs, especially in beverages sweetened with other than natural sugar. The invention also relates to a process for preparing said product starting from various streams of the beet sugar manufacturing process. The process of the invention is based on membrane techniques and/or chromatographic fractionation. The invention also relates to the use of said product as a flavor improver in ingestible products. Furthermore, ingestible products including said product are covered by the invention. The invention also relates to a method of improving the flavor of ingestible products by adding said product to the ingestible product.